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(54) **METHOD AND SYSTEM OF MONITORING  
AND RETRIEVING DEVICE USAGE**

(75) Inventors: **Christopher L. Oesterling**, Troy, MI  
(US); **Richard A. Heald, II**,  
Birmingham, MI (US); **Michael L.  
Peterson**, Waterford, MI (US); **Matt C.  
Videtic**, Farmington Hills, MI (US)

(73) Assignee: **General Motors LLC**, Detroit, MI (US)

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See application file for complete search history.

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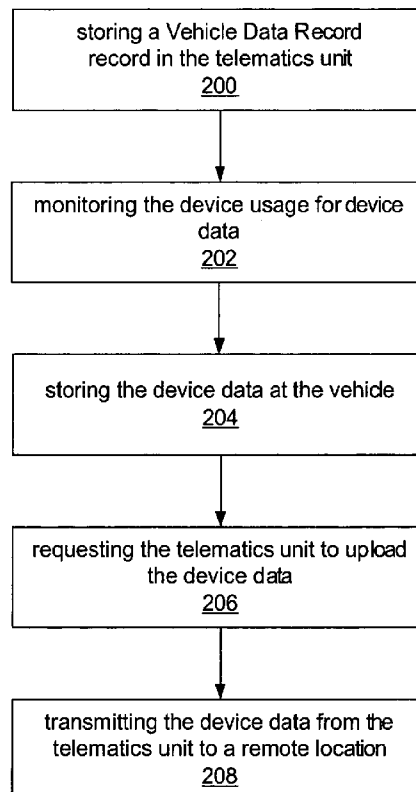
*Primary Examiner* — Dalena Tran

(74) *Attorney, Agent, or Firm* — Anthony Luke Simon;  
Reising Ethington P.C.

(57) **ABSTRACT**

A method and system for monitoring and retrieving device  
usage for a device at a vehicle including storing a vehicle data  
record in the telematics unit, monitoring the device usage for  
device data, storing the device data at the vehicle, requesting  
the telematics unit to upload the device data, and transmitting  
the device data from the telematics unit to a remote location.  
At least one of the monitoring and the requesting is performed  
in accordance with the vehicle data record.

**16 Claims, 2 Drawing Sheets**



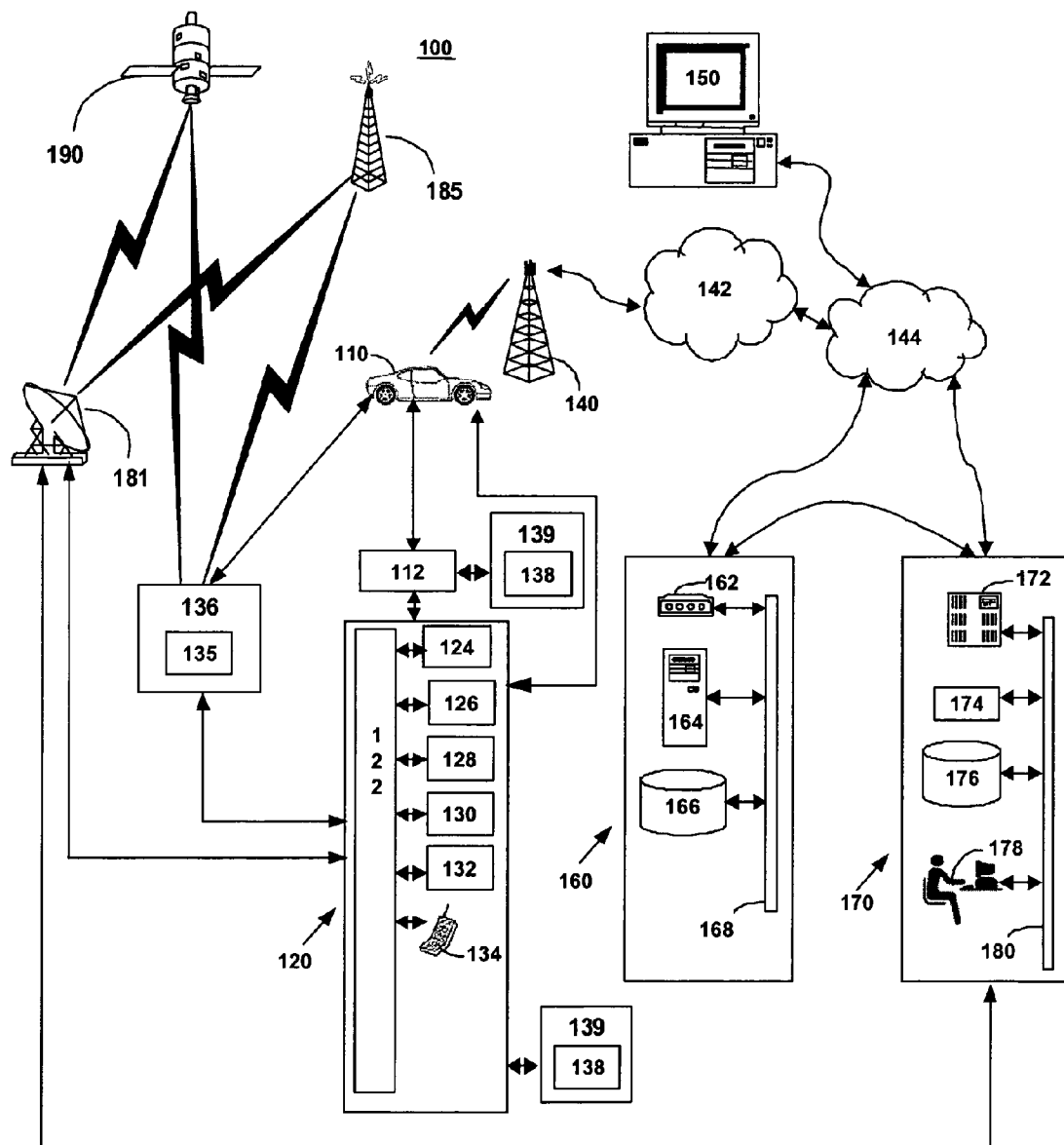
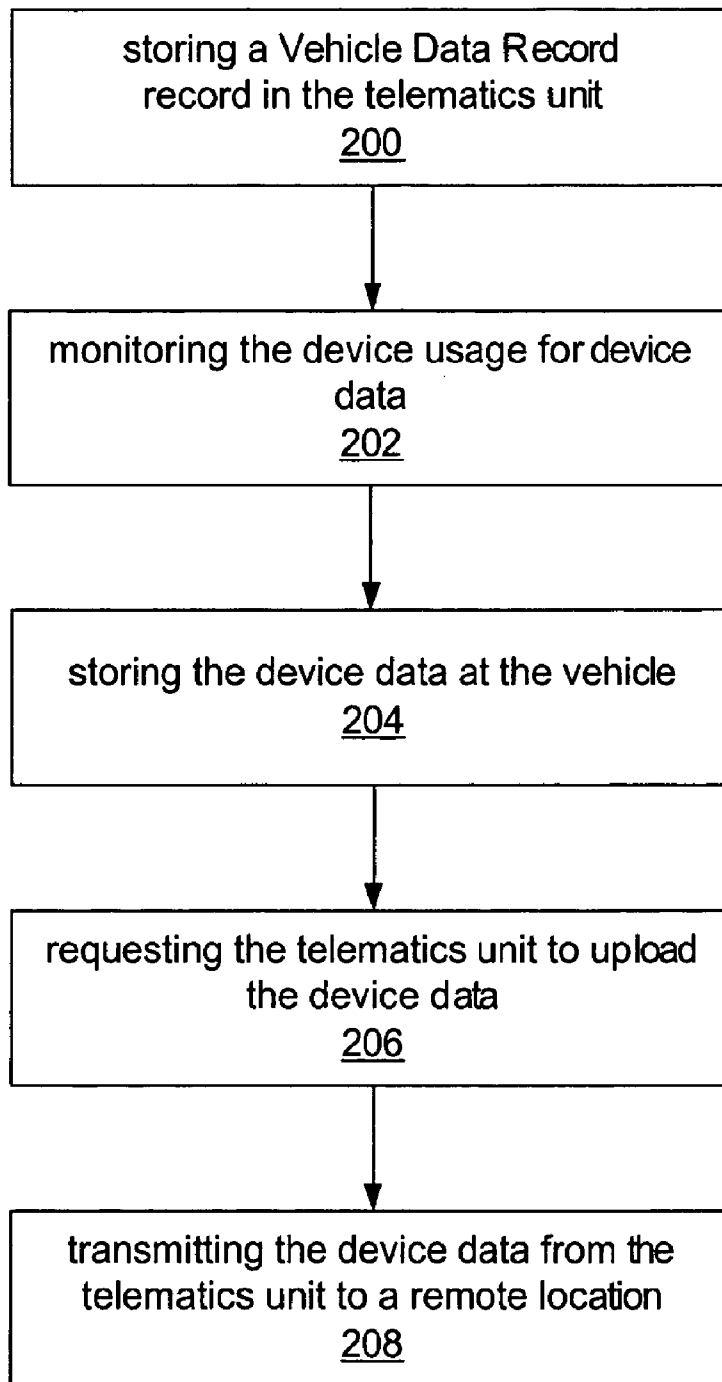


FIG. 1

**FIG. 2**

1

## METHOD AND SYSTEM OF MONITORING AND RETRIEVING DEVICE USAGE

### CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. Ser. No. 11/091, 175 filed Mar. 28, 2005, now U.S. Pat. No. 7,636,626, the entire contents of which are hereby incorporated by reference.

### FIELD OF THE INVENTION

The invention relates to vehicles, and more particularly to methods and systems for monitoring and retrieving device usage from vehicles.

### BACKGROUND OF THE INVENTION

Vehicles are increasingly equipped with one or more information and entertainment devices capable of receiving signals or playing portable media. Examples of such devices are conventional radio receivers, satellite radio receivers, cassette tape players, and compact disc (CD) players. New formats and media, such as MP3 and Digital Versatile Discs (DVDs), are added to vehicles as they become popular. Gradually, the new technology devices replace the old.

Yet, there is no way for the manufacturer of the vehicle or information and entertainment devices to directly determine how and when the customers are using the devices, let alone parsing usage data to identify different user groups, as required to manage effective marketing and to make design decisions.

Customers can be surveyed individually regarding their usage with expensive live or email surveys, however, the compiled data may not be reliable. Customers often have difficulty accurately estimating their usage. The data is likely to be skewed because people who are excited about certain devices are more likely to be willing to take a survey than people who are not. In addition, the lag times and costs associated with survey data make market research an impractical tool for influencing marketing communications in the short term. For example, a satellite radio service provider giving free trial usage with the purchase of a vehicle would not be able to identify a customer with low usage and provide additional information to the customer before the trial period ends. Customers who use a satellite radio service early in the trial period are significantly more likely to renew the service, so failure to identify a low usage customer during the trial period often results in a lost subscription after the trial period.

Another problem from the lack of customer use data is marketing inefficiency. Heavy users of a particular information and entertainment device are likely to renew subscriptions associated with the device. Therefore, there is less need to contact the heavy user with direct communications, such as direct mail or outbound telemarketing. Direct communication targeted to heavy users results in unnecessary expense for the subscription provider and potential annoyance for the valued subscriber.

It would be desirable to have a method and system for monitoring and retrieving device usage from vehicles that overcomes the above disadvantages.

### SUMMARY OF THE INVENTION

The present invention provides a method for monitoring and retrieving device usage for a device at a vehicle including

2

storing a vehicle data record in the telematics unit, monitoring the device usage for device data, storing the device data at the vehicle, requesting the telematics unit to upload the device data, and transmitting the device data from the telematics unit to a remote location. At least one of the monitoring and the requesting is performed in accordance with the vehicle data record.

Another aspect of the invention provides a system for monitoring and retrieving device usage for a device at a vehicle including means for storing a vehicle data record in the telematics unit, means for monitoring the device usage for device data, means for storing the device data at the vehicle, means for requesting the telematics unit to upload the device data, and means for transmitting the device data from the telematics unit to a remote location. At least one of the means for monitoring and the means for requesting is responsive to the vehicle data record.

Yet another aspect of the invention provides a computer readable medium for monitoring and retrieving device usage for a device at a vehicle including computer readable code for storing a vehicle data record in the telematics unit, computer readable code for monitoring the device usage for device data, computer readable code for storing the device data at the vehicle, computer readable code for requesting the telematics unit to upload the device data, and computer readable code for transmitting the device data from the telematics unit to a remote location. At least one of the computer readable code for monitoring and the computer readable code for requesting is responsive to the vehicle data record.

The foregoing and other features and advantages of the invention will become further apparent from the following detailed description of the presently preferred embodiment, read in conjunction with the accompanying drawings. The detailed description and drawings are merely illustrative of the invention rather than limiting, the scope of the invention being defined by the appended claims and equivalents thereof.

### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is an illustrative operating environment for monitoring and retrieving device usage in accordance with one embodiment of the present invention;

FIG. 2 is a flow diagram of a method for monitoring and retrieving device usage in accordance with one embodiment of the present invention.

### DETAILED DESCRIPTION OF THE PRESENTLY PREFERRED EMBODIMENTS

FIG. 1 is an illustrative operating environment for monitoring and retrieving device usage in accordance with one embodiment of the present invention. FIG. 1 shows a mobile vehicle communication system 100. System 100 includes at least one mobile vehicle 110 (vehicle) including vehicle communication network 112 and telematics unit 120; a satellite radio receiver system 136; one or more wireless carrier systems 140; one or more communication networks 142; one or more land networks 144; one or more client, personal, or user computers 150; one or more web-hosting portals 160; one or more call centers 170; one or more satellite radio service uplink facilities 181; one or more terrestrial radio transmitters 185; and one or more satellite radio service geostationary satellites 190. In one embodiment, mobile vehicle 110 is implemented as a vehicle equipped with suitable hardware and software for transmitting and receiving voice and data communications. The telematics unit 120 is also called a

vehicle communications unit (VCU) or a telematics device. The telematics unit **120** can be operably connected to devices **139** directly and/or through the vehicle communication network **112**. The devices **139** can include device storage **138** for storing device data, such as time data, channel data, or the like.

In one embodiment, the telematics unit **120** includes a processor **122** connected to a wireless modem **124**, a global positioning system (GPS) unit **126**, an in-vehicle memory **128** such as, for example, a non-volatile flash memory or a hard drive, a microphone **130**, one or more speakers **132**, and an embedded or in-vehicle mobile phone **134**. The telematics unit **120** is responsive to instructions, such as vehicle data records, to perform certain operations. In one embodiment, processor **122** is a microcontroller, controller, host processor, or vehicle communications processor. In an example, processor **122** is implemented as an application specific integrated circuit (ASIC). GPS unit **126** provides longitude and latitude coordinates of the vehicle, as well as a time and date stamp. The in-vehicle memory **128** is operable to store instructions for the telematics unit **120**, such as vehicle data records, and/or data, such as device data. In one embodiment, at least part of the in-vehicle memory **128** is removable for use outside the vehicle **110**. In-vehicle mobile telephone system **134** is a cellular-type phone such as, for example, an analog, digital, dual-mode, dual-band, multi-mode, or multi-band cellular phone. In another example, the mobile telephone system is an analog mobile telephone system operating over a prescribed band nominally at 800 MHz. In yet another example, the mobile telephone system is a digital mobile telephone system operating over a prescribed band nominally at 800 MHz, 900 MHz, 1900 MHz, or any suitable band capable of carrying digital cellular communications. The components of the telematics unit **120** can be distributed throughout the vehicle and need not be mounted within a single enclosure.

Processor **122** executes various computer programs and communication control and protocol algorithms that affect communication, programming, and operational modes of electronic and mechanical systems within vehicle **110**. In one embodiment, processor **122** is an embedded system controller. In another embodiment, processor **122** controls communications between telematics unit **120**, wireless carrier system **140**, call center **170**, terrestrial radio transmitter **185**, and satellite radio geostationary satellite **190**. In yet another embodiment, processor **122** controls communications between the wireless modem **124** and nodes of a mobile ad hoc network. In still another embodiment, processor **122** provides processing, analysis, and control functions for determining engine emission performance for vehicle **110**. Processor **122** is configured to generate and receive digital signals transmitted between telematics unit **120** and a vehicle communication network **112** that is connected to various electronic modules in the vehicle **110**. In one embodiment, the digital signals activate a programming mode and operation modes, as well as provide for data transfers. In another embodiment, a utility program facilitates the transfer of emission data, emission analysis data, instructions, triggers, and data requests between vehicle **110** and a call center **170**.

Mobile vehicle **110**, via a vehicle communication network **112**, sends signals to various units of equipment and systems within vehicle **110** to perform various functions such as monitoring the operational state of vehicle systems, collecting and storing data from the vehicle systems, providing instructions, data and programs to various vehicle systems, and calling from telematics unit **120**. In facilitating interactions among the various communication and electronic modules, vehicle

communication network **112** utilizes interfaces such as controller-area network (CAN), Media Oriented System Transport (MOST), Local Interconnect Network (LIN), Ethernet (10 base T, 100 base T), International Organization for Standardization (ISO) Standard 9141, ISO Standard 11898 for high-speed applications, ISO Standard 11519 for lower speed applications, and Society of Automotive Engineers (SAE) standard J1850 for higher and lower speed applications. In one embodiment, vehicle communication network **112** is a direct connection between connected devices.

Vehicle **110**, via telematics unit **120**, sends and receives radio transmissions from wireless carrier system **140**. Wireless carrier system **140** is implemented as any suitable system for transmitting a signal from mobile vehicle **110** to communication network **142**. Wireless carrier system **140** incorporates any type of telecommunications in which electromagnetic waves carry signal over part of or the entire communication path. In one embodiment, wireless carrier system **140** transmits analog audio and/or video signals. In an example, wireless carrier system **140** transmits analog audio and/or video signals such as those sent from AM and FM radio stations and transmitters, or digital audio signals in the S band (approved for use in the U.S.) and L band (used in Europe and Canada). In one embodiment, wireless carrier system **140** is a satellite broadcast system broadcasting over a spectrum in the S band (2.3 GHz) that has been allocated by the U.S. Federal Communications Commission (FCC) for nationwide broadcasting of satellite-based Digital Audio Radio Service (DARS).

Communication network **142** includes services from one or more mobile telephone switching offices and wireless networks. Communication network **142** connects wireless carrier system **140** to land network **144**. Communication network **142** is implemented as any suitable system or collection of systems for connecting wireless carrier system **140** to mobile vehicle **110** and land network **144**. In one example, wireless carrier system **140** includes a short message service, modeled after established protocols such as IS-637 SMS standards, IS-136 air interface standards for SMS, and GSM 03.40 and 09.02 standards. Similar to paging, an SMS communication could be broadcast to a number of regional recipients. In another example, the carrier system **140** uses services in accordance with other standards such as, for example, IEEE 802.11 compliant wireless systems and Bluetooth compliant wireless systems.

Land network **144** is a public-switched telephone network (PSTN). In one embodiment, land network **144** is implemented as an Internet protocol (IP) network. In other embodiments, land network **144** is implemented as a wired network, an optical network, a fiber network, another wireless network, a virtual private network (VPN), or any combination thereof. Land network **144** is connected to one or more landline telephones. Land network **144** connects communication network **142** to computer **150**, web-hosting portal **160**, and call center **170**. Communication network **142** and land network **144** connect wireless carrier system **140** to web-hosting portal **160** and call center **170**.

Client, personal, or user computer **150** includes a computer usable medium to execute Internet-browser and Internet-access computer programs for sending and receiving data over land network **144** and, optionally, wired or wireless communication networks **142** to web-hosting portal **160** and vehicle **110**. Computer **150** sends data to web-hosting portal **160** through a web-page interface using communication standards such as hypertext transport protocol (HTTP) and transport-control protocol Internet protocol (TCP/IP). In one embodiment, the data includes directives to change certain program

5

ming and operational modes of electronic and mechanical systems within vehicle 110. In another embodiment, the data includes requests for certain data, such as vehicle system performance information. In operation, a user, such as, for example, a vehicle designer or manufacturing engineer, utilizes computer 150 to exchange information with mobile vehicle 110 that is cached or stored in web-hosting portal 160. In an embodiment, vehicle system performance information from client-side software is transmitted to server-side software of web-hosting portal 160. In one embodiment, vehicle system performance information is stored at web-hosting portal 160. In another embodiment, computer 150 includes a database (not shown) for storing received vehicle system performance data. In yet another embodiment, a private Local Area Network (LAN) is implemented for client computer 150 and web-hosting portal 160, such that web-hosting portal is operated as a Virtual Private Network (VPN).

Web-hosting portal 160 includes one or more data modems 162, one or more web servers 164, one or more databases 166, and a network 168. Web-hosting portal 160 is connected directly by wire to call center 170, or connected by phone lines to land network 144, which is connected to call center 170. Web-hosting portal 160 is connected to land network 144 by one or more data modems 162. Land network 144 transmits digital data to and from modem 162, data that is subsequently transferred to web server 164. In one implementation, modem 162 resides inside web server 164. Land network 144 transmits data communications between web-hosting portal 160 and call center 170.

Web server 164 receives various data, requests, or instructions from computer 150 via land network 144. In alternative embodiments, computer 150 includes a wireless modem to send data to web-hosting portal 160 through a wireless communication network 142 and a land network 144. Data is received by modem 162 and sent to one or more web servers 164. In one embodiment, web server 164 is implemented as any suitable hardware and software capable of providing web services to transmit and receive data from computer 150 to telematics unit 120 in vehicle 110. Web server 164 sends to or receives data transmissions from one or more databases 166 via network 168. In an embodiment, web server 164 includes computer applications and files for managing emission performance data.

In one embodiment, one or more web servers 164 are networked via network 168 to distribute vehicle engine emission performance data among its network components such as database 166. In an example, database 166 is a part of or a separate computer from web server 164. In one embodiment, web-server 164 sends data transmissions including vehicle system performance information to call center 170 via modem 162, and through land network 144.

Call center 170 is a location where many calls are received and serviced at the same time, or where many calls are sent at the same time. In one embodiment, the call center is a telematics call center, facilitating communications to and from telematics unit 120 in vehicle 110. In an example, the call center is a voice call center, providing verbal communications between an advisor in the call center and a subscriber in a mobile vehicle. In another example, the call center contains each of these functions. In other embodiments, call center 170 and web-hosting portal 160 are located in the same or different facilities.

Call center 170 contains one or more voice and data switches 172, one or more communication services managers 174, one or more communication services databases 176, one or more communication services advisors 178, and one or more networks 180.

6

Switch 172 of call center 170 connects to land network 144. Switch 172 transmits voice or data transmissions from call center 170, and receives voice or data transmissions from telematics unit 120 in mobile vehicle 110 through wireless carrier system 140 and/or wireless modem 124, communication network 142, and land network 144. Switch 172 receives data transmissions from and sends data transmissions to one or more web-hosting portals 160. Switch 172 receives data transmissions from or sends data transmissions to one or more communication services managers 174 via one or more networks 180.

Communication services manager 174 is any suitable hardware and software capable of providing communication services to telematics unit 120 in mobile vehicle 110. Communication services manager 174 sends to or receives data transmissions from one or more communication services databases 176 via network 180. Communication services manager 174 sends to or receives data transmissions from one or more communication services advisors 178 via network 180. Communication services database 176 sends to or receives data transmissions from communication services advisor 178 via network 180. Communication services advisor 178 receives from or sends voice or data transmissions to switch 172.

Communication services manager 174 facilitates one or more services, such as, but not limited to, enrollment services, navigation assistance, directory assistance, roadside assistance, business or residential assistance, information services assistance, emergency assistance, communications assistance, and telematics retrieval of vehicle system performance information. Communication services manager 174 transmits and receives operational status, instructions, and other types of vehicle data to telematics unit 120 in mobile vehicle 110 through wireless carrier system 140, communication network 142, land network 144, wireless modem 124, voice and data switch 172, and network 180. Communication services manager 174 stores or retrieves vehicle system performance information from communication services database 176. Communication services manager 174 provides requested information to communication services advisor 178.

In one embodiment, communication services advisor 178 is a real advisor. In another embodiment, communication services advisor 178 is implemented as a virtual advisor. In an example, a real advisor is a human being at a service provider service center in verbal communication with a service subscriber in mobile vehicle 110 via telematics unit 120. In another example, a virtual advisor is implemented as a synthesized voice interface responding to requests from telematics unit 120 in mobile vehicle 110.

Communication services advisor 178 provides services to telematics unit 120 in mobile vehicle 110. Services provided by communication services advisor 178 include enrollment services, navigation assistance, real-time traffic advisories, directory assistance, roadside assistance, business or residential assistance, information services assistance, emergency assistance, and communications assistance. Communication services advisor 178 communicates with telematics unit 120 in mobile vehicle 110 through wireless carrier system 140, communication network 142, and land network 144 using voice transmissions, or through communication services manager 174 and switch 172 using data transmissions. Switch 172 selects between voice transmissions and data transmissions.

Mobile vehicle 110 initiates service requests to call center 170 by sending a voice or digital-signal command to telematics unit 120, which, in turn, sends an instructional signal or a voice call through wireless modem 124, wireless carrier sys-

tem **140**, communication network **142**, and land network **144** to call center **170**. In one embodiment, one or more triggers stored in the telematics unit **120** cause the vehicle to initiate a service request. The trigger is, for example, a number of ignition cycles, a specific time and date, an expired time, a number of kilometers, an absolute Global Positioning System (GPS) timestamp, a request for vehicle emission performance data, and the like.

A Satellite Based Digital Radio Service System (SDARS) provides radio programming from geostationary satellite **190** to vehicle **110**. The SDARS system includes a satellite radio uplink facility **181** in communication with the telematics service call center **170** that sends radio signals to the geostationary satellite **190**. The geostationary satellite **190** transmits radio signals to satellite radio receiver system **136** in vehicle **110**. In one embodiment, the terrestrial radio transmitter **185** transmits radio signals to satellite radio receiver system **136** in vehicle **110**. The terrestrial radio transmitter **185** can carry out the same functions as the geostationary satellite **190** when the vehicle **110** is within range of the terrestrial radio transmitter **185**. Those skilled in the art will appreciate that the SDARS can be used to transmit any digital information, such as video programming.

In one embodiment, the terrestrial radio transmitter **185** and geostationary satellite **190** broadcast over a spectrum in the S band (2.3 GHz) that has been allocated by the U.S. Federal Communications Commission (FCC) for nationwide broadcasting of Satellite Based Digital Radio Service (SDARS). An exemplary broadcast has a 120 kilobit per second portion of the bandwidth designated for command signals from the telematics service call center **170**.

The SDARS system broadcasts music and entertainment, traffic information, road construction information, advertisements, news, local event information, and the like. The SDARS system can also transmit information about the program being broadcast. In one embodiment, the information includes the names of the program and program artist. For example, if the program is a song, the information can include the name of the song and the artist.

In one embodiment, the satellite radio receiver system **136** is separate from the telematics unit **120**. In an alternative embodiment, the satellite radio receiver system **136** is electronically connected to the telematics unit **120** with a cable or over the vehicle communication bus. In another embodiment, the satellite radio receiver system **136** is embedded within the telematics unit **120**. In one embodiment, the satellite radio receiver system **136** provides channel and signal information to the telematics unit **120**. The telematics unit **120** monitors, filters and sends signals that are received from satellite broadcast, radio broadcasts or other wireless communication systems to output devices, such as the speaker **132** and visual display devices. In another embodiment, the signals from the satellite radio receiver system **136** are sent directly to independent output devices, such as speakers and visual display devices, without the intervening telematics unit **120**. The satellite radio receiver system **136** can include device storage **135** for storing device data, such as time data, channel data, or the like.

The devices **139** can be any vehicle devices in communication with the telematics unit **120**. The devices **139** can be electrical or electronic devices, such as information and entertainment devices, conventional radio receivers, satellite radio receivers, cassette tape players, compact disc (CD) players, onboard computers, and the like. One example of an electronic device is the satellite radio receiver system **136**. The devices **139** can also be mechanical devices, such as door hinges, trunk hinges, door latches, and the like, fitted with

suitable sensors to provide direct indication or providing indirect indication to the telematics unit **120**. In one embodiment, the devices **139** communicate with the telematics unit **120** through the vehicle communication network **112**. In an alternative embodiment, the devices **139** communicate with the telematics unit **120** directly. Those skilled in the art will appreciate that any number of devices **139** of various types can be in communication with the telematics unit **120** to provide device data to the telematics unit **120**.

Device data for the devices **139**, such as time data, channel data, or the like, can be stored at the vehicle devices, such as the device storage **138** in the devices **139** or the device storage **135** in the satellite radio receiver system **136**. Device data can also be stored at the in-vehicle memory **128** of the telematics unit **120**. The device storage **135**, **138** and/or in-vehicle memory **128** store the device data until the device data is transmitted over the mobile vehicle communication system **100** to a remote facility, such as one or more web-hosting portals **160** or one or more call centers **170**.

FIG. 2 is a flow diagram of a method for monitoring and retrieving device usage in accordance with one embodiment of the present invention. The method includes storing a vehicle data record in the telematics unit **200**, monitoring the device usage for device data **202**, storing the device data at the vehicle **204**, requesting the telematics unit to upload the device data **206**, and transmitting the device data from the telematics unit to a remote location **208**, wherein at least one of the monitoring **202** and the requesting **206** is performed in accordance with the vehicle data record. The method operates within an environment and using a system such as the exemplary system of FIG. 1. The method is embodied in a computer usable medium for monitoring and retrieving device usage including computer readable code for executing the method described by FIG. 2.

Storing a vehicle data record in the telematics unit **200** includes storing a vehicle data record in the telematics unit to provide instruction as to storing device data and/or requesting the telematics unit to upload the device data. Typically, the vehicle data record is stored in the in-vehicle memory of the telematics unit. The vehicle data record is responsive to activity detected at the telematics unit to execute instructions.

Monitoring the device usage for device data **202** includes monitoring the device usage at the device and/or at the telematics unit. The device can be monitored for any device data desired and appropriate for the type of device, such as time data and/or channel data. In one example, the device usage is monitored in the telematics unit in accordance with a usage monitor vehicle data record. In another example for the device as a satellite radio receiver system, the receiver system can be monitored for the time data for which the receiver system is in use, such as the time the receiver system is turned on and the duration of use. The time data can be monitored in discrete increments, such as one minute, fifteen minute, or one hour increments, as appropriate for a particular use. Channel data, such as the satellite radio channel to which the driver is listening, can also be monitored. Those skilled in the art will appreciate that any number of device data can be monitored to acquire particular information for a desired purpose.

Storing the device data at the vehicle **204** includes storing the device data at the vehicle in device storage of the device and/or in-vehicle memory of the telematics unit. The storing can be directed by the device and/or by the telematics unit.

Requesting the telematics unit to upload the device data **206** includes the telematics unit or the remote location, such as a call center, making the request. In one embodiment, the requesting includes the telematics unit initiating a call to the

call center in accordance with a call interval vehicle data record after a time interval passes. The telematics unit can then upload the device data once connected with the call center. In an alternative embodiment, the requesting includes the remote location, such as a call center, calling the telematics unit during a telematics unit wake-up cycle while the vehicle is off. The telematics unit can upload the device data when connected with the call center.

Transmitting the device data from the telematics unit to a remote location **208** includes transmitting the device data from the telematics unit to a remote location, such as a call center. When the device data is stored in the device storage in the vehicle device, such as in the satellite radio receiver system, the device data is shifted from the device storage in the vehicle device to the in-vehicle memory in the telematics unit, and then transmitted to the remote location. When the device data is stored in the in-vehicle memory in the telematics unit, the device data is transmitted directly from the telematics unit to the remote location.

The method can be repeated to acquire device data over time and make decisions based on raw data and/or trends. In one embodiment, the transmitting the device data from the telematics unit to a remote location **208** includes transmitting first device data at a first time. The device usage is monitored for second device data, which is stored at the vehicle. The telematics unit is requested to upload the second device data, and the second device data is transmitted from the telematics unit to a remote location at a second time. The first device data and the second device data are compared to determine a device usage difference between the first time and the second time. By compiling a number of device usage differences over a number of time intervals, trends can be determined and decisions made based on those trends. The trends can be analyzed for a particular vehicle owner, for vehicle owners in general, or for a limited vehicle owner population of interest, such as vehicle owners of a particular make, model year, body style, or any other particular classification. In one embodiment, the device usage differences are aggregated for a plurality of vehicles.

The decision making can also draw on other available information, such as available information about the vehicle owner. Examples of decisions include marketing decisions, such as marketing strategies for particular consumers and consumers in general, and design decisions, such as design features for particular devices and selection of devices which should be included in the vehicles. In one example, the satellite radio receiver system listening habits of a particular vehicle owner could be determined and a decision made to send subscriber credits to the user to encourage use of the satellite radio receiver system. In another example, satellite radio receiver system listening habits of vehicle owners of 2005 Chevrolet trucks could be determined and a decision made whether to include the satellite radio receiver system as a standard feature.

Baseline device data can be acquired when the new or used vehicle is purchased. A customer delivery record (CDR) is received at the remote location, and a vehicle start vehicle data record is stored at the telematics unit in response to the CDR. Baseline device data from the telematics unit is uploaded to the remote location in accordance with the vehicle start vehicle data record after a vehicle start.

The various aspects of the present invention can be combined to suit diverse applications, as illustrated by the following examples.

The first example is tracking satellite radio receiver system usage by a vehicle purchaser. A free trial subscription to a satellite radio service, such as a 90 day subscription, is pro-

vided to the vehicle purchaser. Retaining the vehicle purchaser as a paid satellite radio service subscriber after the free trial subscription often depends on whether the vehicle purchaser understands and uses the satellite radio service during the free trial period.

When a new or used vehicle is sold, a customer delivery record (CDR) is generated and received at the call center. The call center generates a vehicle ignition vehicle data record during the telematics unit enrollment process and stores the vehicle ignition vehicle data record at the telematics unit in response to the CDR. The vehicle ignition vehicle data record directs the telematics unit to call the call center when the vehicle ignition cycle is complete. After the vehicle ignition cycle completes, the telematics unit calls the call center, and baseline device data showing the present satellite radio receiver system usage is uploaded from the telematics unit to the call center in accordance with the vehicle ignition vehicle data record. The call center now has a baseline satellite radio receiver system time data for the new vehicle owner.

The call center then stores a call interval vehicle data record at the telematics unit. The call interval vehicle data record directs the telematics unit to call the call center after a time interval, such as 30 days. The satellite radio receiver system usage is monitored for time data and the cumulative time of use is stored in the device storage of the satellite radio receiver system. In one embodiment, the time data is stored in discrete amounts, such as 15 minute increments. After the time interval has run, the telematics unit calls the call center and the telematics unit uploads the current device data in accordance with the call interval vehicle data record. The call center now has a 30 day satellite radio receiver system time data and a baseline satellite radio receiver system time data for the new vehicle owner.

The 30 day satellite radio receiver system time data and the baseline satellite radio receiver system time data can be compared to determine the satellite radio receiver system usage difference between the vehicle delivery and 30 days. A marketing decision about how to market to the new vehicle owner, such as by telephone, email, or regular mail, can be made based on the usage difference. If the new vehicle owner is using the satellite radio receiver system a great deal, the marketing decision can be to maintain the current level of marketing, or even to reduce the number of contacts to save money and avoid annoying the new vehicle owner. If the new vehicle owner is using the satellite radio receiver system very little, the marketing decision can be to increase the marketing to make sure the new vehicle owner understands the satellite radio receiver system and to encourage use.

The process can be repeated as desired, such as at additional 30 day intervals at 60 and 90 days after purchase, to monitor usage trends and marketing effectiveness. After the last time interval of usage monitoring, all call interval vehicle data records can be removed from the telematics unit.

The second example is tracking usage for a device, such as a satellite radio receiver system, and transmitting the device usage to the call center when the vehicle is off. A usage monitor vehicle data record is stored in the telematics unit. The usage monitor vehicle data record directs the telematics unit to monitor satellite radio receiver system usage for device data, such as time of use, channel use, and the like, and store the device data in the in-vehicle memory of the telematics unit. The telematics unit monitors the satellite radio receiver system usage. The call center then requests the telematics unit to upload the device data by calling the telematics unit from the call center during a telematics unit wake-up cycle while the vehicle is off. Typically, the telematics unit is inactive and unreachable from the call center when the vehicle is off. The



11

telematics unit wake-up cycle is a known time or times for each vehicle when the telematics unit is available to respond to the call center even though the vehicle is off. Once contact is made between the call center and the telematics unit during the telematics unit wake-up cycle, the telematics unit can be energized to perform various functions, such as data upload, vehicle data record receipt, and the like. After the device data is transmitted from the telematics unit to the call center, the call center can instruct the telematics unit to return to the inactive state.

The third example is tracking usage for a device over time, and making design and marketing decisions based on the raw data and/or trends. The device in this example is an information or entertainment device, such as a conventional radio receiver, satellite radio receiver, cassette tape players, compact disc (CD) player, or the like.

The usage time data is typically stored in discrete amounts in device storage at the device, but can alternatively be stored in the telematics unit. For storage at the device, a call interval vehicle data record is stored in the telematics unit, the device usage is monitored to obtain device data, such as time data, channel data, and the like, and the device data is stored at the device. The call interval vehicle data record directs the telematics unit to call the call center at a time interval, such as daily, weekly, monthly, or any other desired time interval, at which times the device data is transmitted from the telematics unit to the call center. For storage at the telematics unit, a usage monitor vehicle data record is stored in the telematics unit, the device usage is monitored to obtain device data, such as time data, channel data, and the like, and the device data is stored at the device. The usage monitor vehicle data record directs the telematics unit to monitor the device usage for device data and store the device data in the telematics unit. The device data is transmitted from the telematics unit to the call center when the telematics unit is connected to the call center, daily, weekly, monthly, or any other desired time interval.

The process of monitoring the device usage for device data, storing the device data at the vehicle, requesting the telematics unit to upload the device data, and transmitting the device data from the telematics unit to a remote location is performed at a first time to acquire first device data and repeated at a second time to acquire second device data. The process can be repeated additional times as desired. The first device data is compared to the second device data to determine a device usage difference between the first time and the second time. The device usage difference indicates the daily, weekly, or monthly device usage.

A number of device usage differences can be compiled for a number of time intervals to indicate trends in device usage. Decisions, such as marketing decisions, design decisions, and the like, can be made based on the device usage differences, i.e., the indicated trends. One example of a marketing decision is deciding to provide coupons or promotional brochures to a satellite radio service subscriber when the satellite radio service subscriber's usage declines.

The plurality of device usage differences for a plurality of time intervals can also be aggregated for a plurality of vehicles. Decisions, such as marketing decisions, design decisions, and the like, can be made based on the aggregated plurality of device usage differences. The plurality of vehicles can also be selected as a limited population of interest, such as vehicles of a particular make, model year, body style, or any other particular classification. One example of a marketing decision is deciding to advertise on particular subscriber channels of a Satellite Based Digital Radio Service System (SDARS) indicated by aggregated channel data as being

12

popular with luxury vehicle owners. One example of a design decision is deciding to redesign a particular model of a satellite radio receiver system that the aggregated device usage indicates is less popular than similar satellite radio receiver systems. Another example of a design decision is deciding to eliminate cassette tape players when the aggregated device usage indicates declining popularity.

While the embodiments of the invention disclosed herein are presently considered to be preferred, various changes and modifications can be made without departing from the scope of the invention. The scope of the invention is indicated in the appended claims, and all changes that come within the meaning and range of equivalents are intended to be embraced therein.

The invention claimed is:

1. A method for monitoring and retrieving device usage for a device at a vehicle, the method comprising:

determining that a vehicle has been delivered to a customer;

providing a telematics unit in the vehicle with an indication that the vehicle has been delivered to the customer;

monitoring a vehicle device and acquiring device usage data for a period of time following the indication to the telematics unit;

storing the device usage data at the vehicle;

establishing a call between the telematics unit and a call center using a wireless carrier system, wherein the call is established after the period of time has elapsed;

accessing the device usage data stored at the vehicle; and transmitting the device usage data from the telematics unit to the call center via the wireless carrier system.

2. The method of claim 1, wherein the device usage data is selected from the group consisting of time data and channel data.

3. The method of claim 1, wherein the step of storing device usage data at the vehicle comprises storing the device usage data at a location selected from the group consisting of device storage at the device and in-vehicle memory at the telematics unit.

4. The method of claim 1, wherein the providing step further comprising providing a call interval vehicle data record to the telematics unit, and wherein the step of monitoring a vehicle device to acquire device usage data comprises requesting the telematics unit to upload the device usage data in accordance with the call interval vehicle data record after a time interval.

5. The method of claim 1, wherein the providing step further comprising providing a usage monitor vehicle data record and wherein the step of monitoring a vehicle device and acquiring device usage data comprises monitoring the device usage in the telematics unit in accordance with the usage monitor vehicle data record.

6. The method of claim 1, further comprising the steps of: monitoring the vehicle device and acquiring a second set of device usage data over a second period of time; storing a second set of device usage data at the vehicle; initiating a second call between the telematics unit and the call center via the wireless carrier system after the second period of time has elapsed; receiving the second call at the call center wherein the call center accesses the second set of device usage data transmitted by the second call; and comparing the device usage data to the second set of device usage data.

7. The method of claim 1, further comprising the steps of: compiling a plurality of device usage differences for a plurality of time intervals; and

## 13

making decisions based on the plurality of device usage differences, the decisions being selected from the group consisting of marketing decisions and design decisions.

8. The method of claim 1, further comprising the steps of: aggregating a plurality of device usage differences for a plurality of time intervals for a plurality of vehicles; and making decisions based on the aggregated plurality of device usage differences, the decisions being selected from the group consisting of marketing decisions and design decisions.

9. A method for monitoring and retrieving satellite radio usage in a vehicle, the method comprising the steps of: recording initial satellite radio usage data for a limited vehicle owner population of interest over a first period of time; transmitting the initial satellite radio usage data from the telematics unit to a call center via a wireless carrier system after the first period of time; recording additional satellite radio usage data for a limited vehicle owner population of interest over a second period of time; transmitting the additional satellite radio usage data from the telematics unit to a call center via the wireless carrier system after the second period of time; and comparing the initial satellite radio usage data with the additional satellite radio usage data.

10. The method of claim 9, wherein both the initial satellite radio usage data and the additional satellite radio usage data indicate the length of time for which satellite radio channels are used.

## 14

11. The method of claim 9, wherein both the initial satellite radio usage data and the additional satellite radio usage data indicate the frequency with which satellite radio channels are used.

12. The method of claim 9, further comprising the step of making decisions based on the comparison.

13. The method of claim 12, wherein the step of making decisions includes making advertising decisions based on the length of time for which satellite radio channels are used.

14. The method of claim 12, wherein the step of making decisions includes making advertising decisions based on the frequency with which satellite radio channels are used.

15. A method for monitoring and retrieving satellite radio usage in a vehicle, the method comprising the steps of: delivering a vehicle to a customer having a satellite radio receiver and telematics unit in the vehicle; providing a free trial subscription to satellite radio services for a period of time via the satellite radio receiver; recording satellite radio usage data during at least a portion of the period of time; transmitting the satellite radio usage data from the telematics unit to a call center via a wireless carrier system before the period of time ends; and making at least one decision concerning marketing communications with the customer based on the satellite radio usage data.

16. The method of claim 15, wherein the step of making at least one decision further comprises deciding before the period of time ends whether to send a communication to the customer concerning the satellite radio services.

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